


# AGENDA-AT-A-GLANCE

TUESDAY, NOV 14, 2017 | PRE-CONFERENCE WORKSHOPS

MARIJUANA BUSINESS CRASH COURSE		THE BUSINESS OF HEMP FORUM		MJBIZ SCIENCE SYMPOSIUM	
LOCATION: Room N1		LOCATION: Room N255		LOCATION: Room N251	
10:00am	<b>Industry Overview</b> Cassandra Farrington	10:00am	<b>State of the Hemp Industry</b> Samantha Walsh	10:00am	<b>Introduction</b> Amanda Rigdon
10:25am	<b>The Plant Behind the Industry: Cannabis</b> Lilach Mazor Power	10:30am	<b>Legal &amp; Regulatory Update</b> Emily Leongini, Michael Bronstein	10:30am	<b>Cannabinoids &amp; Terpenes</b> Steve Ottersberg
10:45am	<b>Regulations, Testing &amp; Licensing</b> Zeta Ceti, Meg Sanders, Peggy Moore, Kris Krane	11:15am	<b>Hemp and Marijuana: Differences &amp; Similarities</b> Jeanette Jacknin, James Ott	11:15am	<b>Cultivation Science</b> Alecia Weisman
12:00pm	<b>Lunch &amp; Networking</b>	12:00pm	<b>Lunch &amp; Networking</b>	12:00pm	<b>Lunch &amp; Networking</b>
1:00pm	<b>Taxes &amp; Legal Issues</b> Robert Carp	1:00pm	<b>Hemp-Derived CBD: Market Size, Business Opportunities &amp; Challenges</b> Bethany Gomez	1:00pm	<b>Analytical Testing</b> Julie Kowalski
1:45pm	<b>Real Estate &amp; Community</b> Meg Sanders	1:45pm	<b>Beyond CBD: Industrial, Nutritional, Environmental Markets</b> Samantha Walsh, Chad Rosen, Steven Turetsky	1:45pm	<b>Extraction Science</b> Jerry W. King
2:05pm	<b>Security</b> Noah Stokes	2:30pm	<b>International Developments &amp; Opportunities</b> Stuart Titus, Darwin Millard, Steven Turetsky	2:30pm	<b>Production Optimization</b> Markus Roggen
2:30pm	<b>Marketing, Advertising &amp; Branding</b> Kyra Reed	3:00pm	<b>Break</b>	3:15pm	<b>Break</b>
3:00pm	<b>Break</b>	3:15pm	<b>Investing in Hemp</b> Robert T. Hoban	3:30pm	<b>Pre-Clinical/Clinical Research</b> Jenny Wilkins
3:15pm	<b>Banking, Payment Processing &amp; Cash Management</b> Thomas Fleming	3:45pm	<b>Q&amp;A with Hemp Experts</b> Robert T. Hoban, Samantha Walsh, Stuart Titus, Chad Rosen	4:15pm	<b>What's Next</b> Scott Kuzdal
3:45pm	<b>Ancillary Business Landscape</b> Cassandra Farrington				
4:00pm	<b>Funding</b> Patrick Rea				

# WEDNESDAY, NOV 15, 2017 | CONFERENCE DAY 1

TRACK: LOCATION:	KEYNOTES Room N1	EXHIBIT HALL   LUNCH North Hall		
9:00am - 9:45am	<b>KEYNOTE - Industry Insights: Data, Trends &amp; Forecasts</b> Chris Walsh			
9:45am - 10:45am	<b>KEYNOTE - Big Thinking: Innovation &amp; Success Strategies from Amazon, Apple and Tesla</b> George Blankenship			
10:45am - 11:15am	<b>KEYNOTE - Opportunity &amp; Irrational Exuberance: What the Cannabis Industry Can Learn From the Dot-Com Boom and Bust</b> Jeanne Sullivan	11:00am to 7:00pm		
11:15am - 12:00pm	<b>KEYNOTE - From Nixon to Trump: Marijuana and the Presidency</b> Kenneth T. Walsh			
12:45pm - 2:00pm	<table border="1"> <tr> <td><b>Minorities in Cannabis Luncheon</b> <i>(ticketed separately)</i> Room: N252</td> <td><b>Investors' Luncheon</b> <i>(ticketed separately)</i> Room: N249</td> </tr> </table>		<b>Minorities in Cannabis Luncheon</b> <i>(ticketed separately)</i> Room: N252	<b>Investors' Luncheon</b> <i>(ticketed separately)</i> Room: N249
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5:00pm - 7:00pm	 <p>Room: Exhibit Hall</p>			

# THURSDAY, NOV 16, 2017 | CONFERENCE DAY 2

## MORNING

TRACK: LOCATION:	CULTIVATION Room N249-251	RETAIL Room N255/257	INFUSED PRODUCTS Room N259/261
9:30am - 10:20am	<b>Applying Big Ag Techniques to Cannabis Cultivation</b> Dan Gustafik	<b>Packaging Considerations: Choosing the Right Materials &amp; Machinery</b> Keren Sookne, Jim Chrzan	<b>Separate Yourself from the Pack: Standing Out in a Crowded Infused Market</b> Kyle Marshall
10:30am - 11:20am	<b>Staying Small &amp; Competing in the Age of Big Grows</b> Matt Sampson, Brooke Sinclair, Siobhan D. Darwish, Amy Andrie	<b>Retail Tutorial: Boosting Dispensary Revenues Through Patient &amp; Physician Education</b> Chanda Macias	<b>Different Strokes: 3 Perspectives on Ensuring Consistency in Infused Products</b> Christine Smith, Nadeem Al-Hasan, Mindy Segal, Julie Berliner
11:30am - 12:20pm	<b>Maximizing Production in Your Cultivation Facility</b> Sam Thoman	<b>Retail Data Download: Stats, Trends &amp; Analysis</b> Chris Mitchem, Bryan Hill, Eli McVey, Pete Kadens	<b>Microdosing for the Medical Market: Why, Who and How</b> Jordan Tishler

## AFTERNOON

12:45pm - 2:00pm	<b>Women in Cannabis Luncheon</b> <i>(ticketed separately)</i> Room: N245
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TRACK: LOCATION:	CANNABIS BUSINESS 101 Room N249-251
1:00pm - 1:50pm	<b>From License to Launch: Infused Products</b> Lynn Honderd
2:00pm - 2:50pm	<b>From License to Launch: Retail</b> Aubrey Belisle
3:00pm - 3:50pm	<b>From License to Launch: Cultivation</b> Shon Williams

**Please look for color-coded signs near the session room entrances to easily locate your desired track.**

INDUSTRY INSIGHTS Room N245-247	INVESTING & FUNDING Room N252/254/256	CANADA Room N258/260	EXHIBIT HALL   LUNCH North Hall	
<b>How to Develop a National Company in a State-Regulated Industry</b> Pete Kadens	<b>Tutorial: Understanding &amp; Developing Cannabis Valuations</b> Sumit Mehta	<b>Canada Rec Update: Regulations, Timeline &amp; Considerations</b> Matt Maurer		
<b>Building a Profitable and Sustainable Cannabis Empire</b> Nic Easley	<b>Fundraising Secrets from a Silicon Valley Entrepreneur</b> Ben Curren	<b>Deep Dive: Market Data and Projections for Canada's Marijuana Industry</b> Miles Light		
	<b>The Current Landscape: Investing Trends</b> Chris Leavy, Justin Braune, Steve Schuman, Lisa Thomas	<b>Canada and the U.S.: Cross-Border Partnerships, Investments &amp; Opportunities</b> Jennifer Sanders, Wendy Hulton, Louis Barré	11:00am to 6:00pm	
<b>INDUSTRY INSIGHTS</b> Room N252/254/256				
<b>Getting to the Promised Land: Exit Strategies for Your Cannabis Business</b> Darren Weiss				
<b>In the Know: Cannabis Science, Research &amp; Testing Update</b> Josh Crossney				
<b>The Art of Closing a Deal: Selling to Retailers &amp; Infused Companies</b> Mali Sanati, Jenna Butterfield			12:00pm to 2:00pm	

# FRIDAY, NOV 17, 2017 | CONFERENCE DAY 3

## MORNING

TRACK: LOCATION:	CULTIVATION Room N249-251	RETAIL Room N255/257	EXTRACTION Room N259/261
9:30am - 10:20am	<b>Cultivation Tutorial: Understanding Nutrients</b> Wendy Taheri	<b>Operating Dispensaries in Multiple States: Market Differences, Challenges &amp; Lessons Learned</b> Nicholas Vita	<b>Scaling Your Extraction Business: Costs, Processes &amp; Technology</b> Andy Joseph, Ron Gershoni
10:30am - 11:20am	<b>Cultivation Deep Dive: Economic Impact of Light Intensity on Yield and Secondary Metabolites</b> Allison Hope Justice, Josh Gerovac	<b>Retail Tutorial: Training Your Staff for Success</b> Nichole West	<b>Advanced Extraction: Technologies, Techniques &amp; Innovation</b> Jim Makoso, Ryan Abernathy, Kelsey Hine-Ramsberger, AC Braddock
11:30am - 12:20pm	<b>Cultivation Data Download: Stats, Trends &amp; Analysis</b> Priscilla Vilchis, Laura Rivero, Jonathan Rubin, Brendan Hershey, Eli McVey	<b>Capturing &amp; Connecting with Customers: Strategic Social Media Tutorial</b> Natalie Cupps DiBlasi	<b>Extraction Deep Dive: Supercritical Carbon Dioxide &amp; Product Pipelines</b> Mark June-Wells

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TAXES & LEGAL Room N252/254/256	INDUSTRY INSIGHTS Room N245-247	CANADA & INT'L Room N258/260	EXHIBIT HALL   LUNCH North Hall
<b>Law &amp; Order: Legal Update &amp; Trends</b> Adam S. Fayne, Henry Wykowski, Alyssa B. Samuel	<b>Tapping the New \$4B California Market</b> Morgan Paxhia, An-Chi Tsou, Amanda Reiman, Lori Ajax	<b>A Look Ahead: The Future of Medical Marijuana in Canada</b> Bruce Linton	11:00am to 4:00pm  12:00pm to 2:00pm
<b>Tutorial: Advanced Strategies for Dealing with 280E</b> Dean Guske	<b>Exclusive Research Results: Types of Cannabis Consumers &amp; How to Effectively Target Them</b> Ana Hory	<b>Investing Overseas: Insights, Opportunities &amp; Considerations</b> Inbar Maymon Pomeranchik, Paul Rosen, Vahan Ajamian	
<b>Deep Dive: Regulations and Compliance Tips &amp; Tactics</b> Bob Morgan, Emily Leongini	<b>What's New in Washington DC: Federal Policy Update</b> Congressman Earl Blumenauer, Congresswoman Dina Titus	<b>Movin' on Up: Global Expansion &amp; Hottest International Markets</b> Jennifer Hanser, Mike Gorenstein, Alfredo Pascual, Saul Kaye	